Free SEO Checklist

For Small Businesses & Startups

1. Keyword Research

- ■ Identify 5-10 primary keywords relevant to your business
- ■ Check keyword search volume and competition
- ■ Research keywords your competitors are ranking for
- ■ Identify long-tail keyword opportunities (low competition, specific intent)

2. On-Page SEO

- ■ Include primary keyword in page title (Title Tag)
- ■ Write a compelling meta description (under 160 characters)
- ■ Use keyword naturally in the first 100 words of content
- ■ Add keyword to at least one H1 and one H2 heading
- ■ Optimize URL slug (short, descriptive, keyword-included)
- ■ Add alt text to all images (describe image + include keyword where natural)
- ■ Ensure content is at least 600+ words for key pages

3. Technical SEO

- ■ Ensure website loads in under 3 seconds
- ■ Confirm website is mobile-friendly / responsive
- ■ Set up SSL certificate (https://)
- ■ Create and submit an XML sitemap to Google Search Console
- ■ Fix any broken links (404 errors)
- ■ Use clean, readable URL structures

4. Content & Links

- ■ Publish fresh, valuable content regularly (blog posts, guides)
- ■ Add internal links between related pages on your site
- ■ Earn backlinks from relevant, credible websites
- ■ Avoid duplicate content across pages

5. Local SEO (if applicable)

- Set up and verify Google Business Profile
- Ensure NAP (Name, Address, Phone) is consistent everywhere online
- Collect and respond to customer reviews
- Get listed in relevant local business directories

6. Tracking & Analytics

- Set up Google Analytics
- Set up Google Search Console
- Track keyword rankings monthly
- Review traffic and conversion data monthly